

Approved March 15, 2006



**GREEN BUILDING ADVISORY COMMITTEE
TUESDAY FEBRUARY 14, 2006
SCOTTSDALE COMMUNITY DESIGN STUDIO
12:00 NOON**

GREEN BUILDING PLANNING RETREAT 2006 - PART 2

MINUTES

Present: Chair, Michele Cohen
Vice-Chair, Ronald W. Hand
Daniel Aiello
Joan Baron
Nick Davis
Lance Donatello
Linda Eales
Kevin Edwards
Lee Feliciano
Christopher G. Harrison
Jesse Henson
Mary Grace Hime
DeeJaye Lockwood
James McCay
Frances Smith (arrived 2:20)
Beverly Westgaard

Absent: Past Chairman, Daniel Basinger

Staff: Chuck Skidmore
Mike Clack
Anthony Floyd
Sandra Hertlein
JD Forslund
Larry Person
Frank Gray

I. LUNCH

Attendees enjoyed lunch, after which Chair Cohen started the proceedings with a roll call.

II. OVERVIEW OF JAN 10TH RETREAT - SUSTAINABLE CONSTRUCTION BOOK DISTRIBUTION

Mr. Anthony Floyd distributed copies of the sustainable construction book, noting that this is primarily focused on commercial construction, but contains a good concise overview of Green Building.

He reviewed the contents of the packet, noting that Sandra Hertlein compiled a summary of all the minutes from last year's meetings.

Chair Cohen reviewed Past Chairman Basinger's progress and distributed his e-mail message to the Committee. Mr. Chuck Skidmore shared his recent visit with Past Chairman Basinger.

Chair Cohen reviewed the agenda and reminded the Committee of the purpose statement and that the Committee reports to EQAB. The goal of the retreat is to draw up a plan to present to EQAB for their approval.

Because Scottsdale is still adding people and houses, there is much the Green Building Advisory Committee can do to influence construction decisions and policy. This represents a tremendous opportunity.

III. Green Building Advisory Committee Help Support City Goals?

A. Review And Discussion Of Green Building Committee Guidelines

B. Review Of Council Goals

Mr. Frank Gray, Planning and General Services General Manager, introduced himself. He read the City Council goals. The statement that "quality of life should be the paramount consideration" was particularly relevant to the Green Building Advisory Committee's goals.

Mr. Gray opined that it is important that a committee should know its purpose. He commented that the purpose statement for the Green Building Advisory Committee is limiting, because it deals with buildings only. He suggested that buildings should be considered from a community standpoint.

Mr. Gray noted that southern Scottsdale is undergoing rapid redevelopment. This presents an opportunity to review community life and encourage livable communities, as well as Green Building. How a building fits into the community can make a difference from an energy and environmental standpoint. Mr. Gray added that the Committee may want to reconsider the definition of its purpose..

Mr. Edwards supports the concept of community planning, adding that there are many things that the City can do.

Ms. Westgaard echoed Mr. Edwards' comments. Many areas are looking at sustainability as a concept. The Committee needs to broaden out Green Building to a broader concept of sustainability.

Mr. Gray replied that he was encouraged by the consciousness of connectivity and environmental considerations in the ASU Foundation project. The concept of healthy community is cutting edge right now. There is a realization that creating walkable communities will encourage healthy lifestyles. Communities have turned themselves inward instead of outward in an unhealthy way.

He spoke from personal observation of Littleton, Colorado, where the Columbine High School massacre occurred, saying that the neighborhoods did not foster social interaction. Society as a whole needs to think about what kinds of environments we are creating in our neighborhoods. The older Scottsdale neighborhoods are well designed for social interaction. However, the infrastructure is in bad shape and neighborhood meeting places need to be created.

Mr. Henson commented that people pay attention when their health is at risk. The Green Building Advisory Committee could position itself as a resource for sharing health-related aspects of design in a sustainable community. It is important to define an approach that everyone can buy into at the individual level.

Ms. Eales opined that the City needs to decide what kind of community they want. Developers need to know what features are important to Scottsdale. She feels that the Green Building Advisory Committee has been very underutilized with regard to some of the development issues in the City. The City has to publicly state a commitment for a green, sustainable, healthy environment. This would raise public awareness, which in turn could lead to design changes.

Mr. Gray shared an ordinance adopted by some Colorado communities to encourage front porches. Such measures help create healthier communities.

Ms. Cohen noted that it is important to understand the City organization and asked how the Green Building Advisory Committee could help create a sustainable city.

Mr. Gray suggested creating a series of white papers to present to EQAB to stimulate thought. He opined that the Committee's purpose is to help EQAB with the issue of Green Building. Ideas that come from citizens are much stronger than ideas from bureaucrats.

C. Integrating Green Building Into The City Planning And Development Process

Mr. Floyd noted that this has been ongoing and that he and Mr. Michael Clack, Chief Development Officer, have been discussing how to better achieve this.

Mr. Clack introduced himself, saying that he has immersed himself in Green Building since he has been in Scottsdale. He is committed to making Green Building principles an integral part of what they do when issuing building permits. He wants everyone in the Department to be aware of Green Building concepts.

Mr. Clack serves as Chair Of The International Code Council Evaluations Services Committee. He noted that individual cities do not have the resources or expertise to decide whether a new product is in compliance. At a recent meeting of the Committee

he encouraged them to develop evaluation reports for Green Building products and systems. He intends to pursue this concern in the future.

Scottsdale places emphasis on quality design and construction. They are trying to make Green Building an integral part of what the Department does.

Ms. Eales asked Mr. Clack about the process for testing products through the ICC Evaluations Services Committee. Mr. Clack outlined the process. After the acceptance criteria is written and testing completed, a public hearing is held at which testimony can be heard by the Committee.

Mr. Henson asked whether are there any plans to educate other staff members on Green Building principles. Mr. Clack noted turnover, largely due to retirement, among the inspectors. He had a concern that the new hires would be well versed in the building code and not familiar with Green Building principles. Mr. Floyd is working on the Green Building checklist and they are planning some training for the inspectors. He added that some also building code changes relate to Green Building.

Board Member Edwards reported that on the second inspection for one of his company's projects, the inspector left a green tag prompting them to call for Green Building inspections. Mr. Floyd noted they will do more training and are planning to revise the Green Building checklist. They are looking at other incentives to encourage more Green Building.

Board Member Westgaard noted that Scottsdale has a unique opportunity. She suggested that if staff focus on key elements that the team members can address, concerns such as water conservation will become second nature to them. Mr. Gray said that the City needs to find a way to deliver services seamlessly.

Board Member Harrison echoed Mr. Edwards' comments. The inspectors can function as a source of information on Green Building. He has observed their positive influence in the field.

Board Member Edwards stated that he is really proud of the City's support and openness to new materials and alternative methods. Mr. Gray replied that staff continue to view this as a partnership.

In response to an enquiry from Chair Cohen, Mr. Clack said the job openings in the Department have been posted on the ICC website. He noted that inspectors may have extensive Code knowledge and limited knowledge of Green Building principles. He prefers to hire and train a candidate who is eager to learn new things and has a good attitude.

In response to a question from Board Member Hime, Mr. Clack noted that Mr. Floyd does a lot of outreach work educating contractors on what needs to be in the plans.

Mr. Floyd added that the Green Building and solar lecture series are going well. Before applying for a permit, one must be qualified as Green Building. Before submitting construction documents, applicants must meet with him or Mr. Forslund. He outlined the process of plan review and issuance of permits and how Green Building projects are tracked through the system, adding that they are planning improvements to the tracking.

Board Member Henson asked whether the City is trying to encourage people to consider Green Building principles. Mr. Floyd replied that to date, efforts have been informal. He and Mr. Gray agreed that there is scope for a more proactive approach. They suggested that the Green Building Advisory Committee produce educational material about desert heating and cooling to give people ideas on how to work with the environment and minimize needs for air conditioning. Mr. Gray added that when homeowners come in with remodeling questions, staff are able to make Green Building suggestions. There is a need to be proactive with production homebuilders and homebuilders associations.

Board Member Eales noted that commercial architecture offers opportunity for people to be exposed to better architecture. The impact would be greater than with residential construction. The City could show leadership and require better, more sustainable and environmentally friendly commercial buildings. She noted that in her work of environmental demolition and salvage she demolishes well-built homes because they are unfashionable. There is nothing wrong with the actual structure but new construction is cheaper than remodeling.

Board Member Harrison echoed Ms. Eales' concerns. A lot of the older custom homes in Scottsdale could be demolished for the same reasons. He asked whether Green Building could ever become the standard for remodeling.

Board Member Eales noted that there is no requirement to recycle. Her company Eco-Logic is the only company doing environmental demolition. Mr. Gray reported that in Lakewood, Colorado, a hundred acre shopping center was demolished and 93 percent of the material in that building was recycled and reused. This practice saved the developer money.

Board Member Barron suggested the Committee design front yard signs to identify Green Building homes. This would educate the public. There was consensus that this was worth pursuing. Board Member Lockwood suggested that detailed information sheets could be placed in a tube, as is done for homes on sale, so that interested people could easily obtain more information.

Mr. Henson enquired whether there is any consideration within zoning to encourage people to remodel their homes rather than demolishing them. Mr. Gray replied that the City is looking at ways to be more flexible in the R1-7 zoning district. This presents an opportunity to integrate Green Building principles.

D. Goals for 2006

Mr. Gray challenged the Committee to develop a list of goals for 2006. Mr. Henson added education to the list. Ms. Sandra Hertlein suggested that Green Building literature could be placed in the waiting area at the one stop shop.

A discussion on Design Day followed. Chair Cohen noted that to date almost 250 homes have been served. She wondered if they have reached a saturation point and perhaps should move it to another area of the City.

Mr. Gray suggested that Design Day could be held in tandem with the Green Building Expo to gain synergy. Chair Cohen noted that local businesses are invited to Design

Day, not all of which are green. She expressed concern about the workload on the volunteer organizers if the events were held in tandem and questioned whether design professionals would be free to offer their services in the fall.

Mr. Harrison opined that with the current revitalization of south Scottsdale, more people are motivated to make full use of the services offered at Design Day and carry out projects afterwards. Mr. Gray suggested having a design ideas booth at the Green Building Expo.

Ms. Eales commented that to date there is no measure of how effective Design Days were. Mr. Gray suggested handing out a coupon that could identify people when they come in for a building permit. Chair Cohen agreed that this would be a good idea. Ms. Eales suggested a City-wide contest, like the Pasadena garden contest. This would present an opportunity for media coverage. Ms. Westgaard suggested following up with past participants to see what they had done. It might be possible to give an award for projects from previous Design Days.

Mr. Henson commented that people attended Design Days out of curiosity without having firm plans to start remodeling. He suggested asking participants: Do you intend to move forward with your project in a certain time frame? A discussion ensued. Ms. Eales commented that holding two Design Days a year is a huge strain on the goodwill of professionals who volunteer their time.

Ms. Westgaard suggested that the professionals who give their time should be contacted and thanked. Mr. Gray suggested giving them a plaque to recognize their contribution. Ms. Westgaard volunteered to follow up by contacting past participants to ascertain how they had done in order to improve the effectiveness of Design Days. It might be that case management is needed in order to jump-start revitalization in certain neighborhoods.

In response to a question from Mr. Edwards, Mr. Gray assured the meeting that it is easy to track the addresses of participants. This would enable staff to see whether they come for a building permit. Mr. Edwards suggested adopting that as a measure. He enquired whether a staff member at the one stop shop is assigned to help residents with minor remodeling projects if they lack experience. Mr. Gray replied that there is an assistance office. Mr. Edwards commented that it would be key to show the benefits of Green Building principles to those staff.

Mr. Gray summarized the discussion:

- Design Day should remain a focus and be held once a year, in late fall or early winter
- a survey of the residents who have been helped should be conducted
- there is a need for a sub-committee to handle publicity, volunteer recognition, and follow-up

A discussion ensued identifying City staff who can assist with public relations.

Mr. Donatello suggested that the entry questionnaire for Design Day participants be more detailed and mention City Planning Department staff as a resource along with design professionals. Mr. Harrison cautioned that pre-screening must be done with

sensitivity. Mr. Gray noted that a disinterested financial consultant could be on hand at Design Day.

Ms. Smith asked Mr. Gray about the process for approving materials for publication. Mr. Gray replied that the sub-committee would be an idea group. City staff would take the concepts and put them into the City-approved format.

Ms. Smith liked the idea of a contest as a follow-up method and Mr. Gray added that to the summary.

Ms. Lockwood volunteered her background and experience to offer financial advice at Design Day.

Green Building Expo

Mr. Gray mentioned there is a lot of interest in the Green Building Expo around the Valley and in northern Arizona. Mr. Donatello agreed that outreach to Tucson would also be appropriate.

Mr. Gray noted that organizing the Expo is a huge task that impinges on staff workload. A contract position is being added to help with this year's Expo. Other staff should be asked for their help in good time rather than at the last minute. Ms. Barron commented that it is extremely important to communicate the message that organizing the Green Building Expo takes a major commitment. Lessons learned last year have been taken to heart.

Mr. Edwards informed Mr. Gray that plans for this year's Green Building Expo are already under way. Ms. Barron remarked that they need more staff involvement and support on a regular basis from the early stages. This would be less of a burden on staff. Ms. Eales added that when the Green Building Expo was co-opted with the City of Phoenix, a couple of City staff members had budget that they could use for the Expo. Mr. Gray suggested that the Committee should identify those things early on. Ms. Eales added that there have also been problems with corporate sponsorships. The City has sent mixed signals. Mr. Edwards outlined the history of corporate sponsorships and advised that for this year's Expo, the list of corporate sponsors has already been approved.

Ms. Smith suggested the possibility of alternating locations in the future between Scottsdale and Phoenix. Mr. Gray noted that attendees like events to be consistently held at the same location. Has the event outgrown the facilities? A discussion ensued on possible alternate venues.

Ms. Westgaard opined that the Committee should determine the key elements to the event and what facilities are required. Planning well in advance is essential.

Mr. Gray noted that the facilities at WestWorld might be suitable. Mr. Edwards noted that the parking fee had deterred the Committee from choosing WestWorld. Mr. Gray suggested the Committee should pick the facility and he could investigate details such as parking charges.

Mr. Edwards noted that three lecture rooms are required at a minimum. Another factor is easy parking. Mr. Gray asked the committee to advise him of the square footage required for the Expo. He undertook to perform a facility search and bring the results to the Committee. Mr. Donatello noted that more space will be needed if other Arizona cities are invited to participate.

Mr. Gray summarized that the Green Building Expo is a key event that the Committee intends to retain. Attendees concurred.

Mr. Edwards advised that Ms. Meinhart has a schedule of how the meetings run and how Green Building events are orchestrated.

Monthly green and solar lecture series

Mr. Skidmore noted that if the lecture series are moved to the new Senior Center, a LEED point for environmental education and outreach would be awarded. Attendees concurred that this makes sense and will attract new people. The environmental design of the Senior Center will be an example of Green Building principles in practice.

Mr. Edwards noted there is great community support for the lecture series. Both are well attended and he felt there is no need to combine the two lecture series. Mr. Gray suggested listing the lectures in the City recreation bulletin. Mr. Skidmore suggested targeting lectures at the design community. There are many professionals whose knowledge is not current. Mr. Edwards noted that AIA members can receive continuing education credits for attending the lectures.

Mr. Donatello asked how the lectures are advertised. He noted that there are many health-oriented free publications. Mr. Floyd replied that a press release goes out to all the newspapers for their calendar of events. Lecture announcements are also posted on the City listserv and are in the recorded announcements on the City phone on-hold system, and are included with the water bills. Ms. Hertlein added that announcements go to students at the ASU School of Architecture. About a thousand people subscribe to the listserv.

Mr. Gray reiterated the need he perceives to form a sub-committee to deal with public relations, media and publicity.

Ms. Barron suggested an incentive for City employees to attend the lectures. Ms. Eales added that it would also be excellent for staff to attend the Green Building Expo. Attendees concurred.

Mr. Gray added that his department is holding a series of brown bag lunches and that this is an effective method of educating staff. There are ways to encourage attendance. Ms. Westgaard commented that if Green Building Advisory Committee members attended the departmental brown bag lunches this would encourage interaction between the Committee and the staff. She recalled that they had talked about trying to get Channel 11 to record the lectures. If the lectures are moved to the Senior Center where the acoustics will be better, broadcasting would reach a larger audience and save gas. Mr. Gray agreed that this is a great idea that the public relations Sub-Committee can investigate.

b. other projects

Mr. Gray asked what other project the Committee would like to take on for the next year. He provided the following ideas:

- support for LEED gold process
- construction job site recycling
- green builders publication
- Green Building guidelines
- performance measures
- education at all age levels
- the commercial construction guide
- climate control for the Sonoran Desert environment
- white papers
- green build signs

Mr. Floyd noted that some of these components are already in place:

- construction job site recycling
- commercial Green Building checklist
- project signs

Mr. Edwards suggested an awards program. A discussion ensued on recognition and identification of completed projects. This is an issue for the public relations sub-committee to consider.

Ms. Smith said she would like to know more about proposed environmental legislation and suggested that APS and SRP representatives could come to a future meeting and brief members. Mr. Gray suggested forming an education sub-committee, to encompass internal education, and outreach to schools and adults.

Mr. Davis commented that an education sub-committee is a really good idea. He felt that outreach should include approaching the development community to be on the agenda of one of their monthly breakfast meetings. Other organizations to approach include AAED, the AIA and the Scottsdale Chamber Of Commerce. He noted that no other municipality in the Valley is doing this. Scottsdale can serve as the prototype.

Ms. Westgaard remarked that the Committee needs to consider sustainability and recycling. Mr. Gray suggested that they might make an inventory of what recycling centers are operating in the Valley. A discussion on waste reduction ensued. Ms. Eales suggested working with the Salt River Pima Landfill to encourage them to resell usable materials. Ms. Westgaard noted that the Strategic Alliance has started the AZRX and are looking to ways to divert waste materials from the landfill to users.

E. Review Levels of Administrative Support to Achieve Goals

In response to Mr. Gray's enquiry as to whether the Green Building Advisory Committee has enough support, attendees concurred that if they had more commitment from Scottsdale, the Committee would be much more effective. Mr. Edwards opined that the City is not aware of the amount of time it takes to do things.

Mr. Gray pointed out that EQAB makes a recommendation to City Council on the budget, but Council determines the City budget. The Green Building Advisory Committee needs to be very specific about what is needed for the program. The recommendation should be made concurrently to himself and to EQAB. It is crucial that they understand the political process. Council members need to understand what the proposed budget is for.

Ms. Smith opined that she feels a few hours per month from a handful of staff members would be sufficient to meet needs. The need is not enormous. Mr. Gray replied that there are ways of handling these needs internally.

Mr. Harrison stated for the record that continuing to offer expedited plan review is extremely important to the Green Building program. Mr. Gray said staff will review that, adding that they are also considering contracting out to firms who could perform the reviews externally. Ms. Eales cautioned that a similar system in Paradise Valley has encountered many problems.

Mr. Gray advised the meeting that his Department is changing the review process internally. He noted that both staff and applicants must live up to their part of the agreement. Ms. Eales noted that internal education for all staff in the Department is necessary to ensure a seamless process. In response to a comment by Mr. Edwards, Mr. Gray clarified that applicants will be advised of the contractual schedule and how much delay would be created if they miss cutoff dates.

Ms. Eales commented that external plan reviewers may not have field experience and can be out of touch with design and construction realities.

Mr. Henson reviewed the list of projects for the upcoming year, opining that implementing the LEED Gold standard is a priority. Mr. Gray noted that at the present time there is not enough work in this area to justify adding a full time person to staff, but staff can justify an amount to ensure that the critical expertise is available to them.

Mr. Henson opined that waste reduction should be another priority.

Describing a Green Building office complex in Denver, Mr. Gray noted that Green Buildings will help to attract that the creative class of talented workers to Scottsdale. Ms. Eales commented that Green Building principles are not rocket science. Chair Cohen remarked that Mr. Gray should share details of this project with City Council. By connecting wind turbines to street lighting, a saving of \$400,000 annually is being achieved.

Mr. Floyd distributed information from Builder Publications to the Committee. This company is offering to publish and distribute a Green Building publication at no cost to the author or organization, by subsidizing it through advertising.

Chair Cohen thanked Mr. Gray for facilitating the retreat. He departed, saying he looks forward to working with the Green Building Advisory Committee. Chair Cohen took the chair for the remainder of the meeting.

Mr. Floyd continued discussing the Builder Publications opportunity. He reported that the Committee would be authorizing the company to solicit advertisers for the

publication. This is an opportunity to write about what Scottsdale is doing and about Green Building principles. In response to a question by Chair Cohen, Mr. Floyd stated that the Committee's obligation would be to review the publication before it was printed.

Mr. Skidmore wondered whether this might look like an endorsement. Mr. Floyd showed examples of prior publications by Builder Publications. He noted that the Green Building Expo program contains advertisements. This would be an opportunity to publish articles that the Committee members could write. Ms. Eales noted that these publications are distributed within the industry. When the publisher has enough information on one subject, a book is produced. Mr. Floyd noted that the target readership and topics would be selected by the Committee. He added that this would be a long-term project and undertook to report on it at the next regular meeting. In the meantime, Chair Cohen noted, Ms. Eales will investigate the feasibility of the concept.

F. Collaboration with Other City Departments and Other Public Agencies Around the Valley on Green Building and Sustainability Initiatives

Chair Cohen suggested inviting the Development Review Board and the Planning Commission to meet the Committee.

Mr. Floyd reported that SRP have received a grant to promote solar energy and would like to offer a workshop to city staff. Mr. Clack offered to help set that up as part of the brown bag series. Mr. Floyd added that Committee members are welcome to attend. Ms. Westgaard noted that the more they interact with City staff, the more staff will accept help from the Committee.

Ms. Smith suggested issuing a standing invitation to staff to all Committee meetings and events. Mr. Clack agreed and suggested sending staff the agenda. Ms. Barron recalled that Councilman Osterman was invited to a meeting last year. She would like to see more Council members attend meetings more often. Chair Cohen agreed that after the elections would be an opportune time to extend the invitation.

Ms. Lockwood commented she would like to see more interaction between EQAB members and the Green Building Advisory Committee. Some EQAB Board Members might be interested in helping with the sub-committees. Chair Cohen undertook to issue the invitation at the EQAB meeting next day. She routinely reminds EQAB members that they are welcome to come to Green Building meetings. Mr. Skidmore noted that Committee members can attend EQAB meetings. Members agreed that the Green Building Advisory Committee could occasionally meet on a Wednesday before the EQAB meeting.

Chair Cohen summarized that she will report to EQAB that the Green Building Advisory Committee plans to continue with Design Days, Green Building Expo and the lecture series. Also they have set up a sub-committee for promotion, public relations, and communications, chaired by Ms. Eales; and a sub-committee for education, chaired by Mr. Henson.

Ms. Westgaard suggested the Education Sub-Committee start out by drafting a white paper. Mr. Henson agreed that immediate activities exist for the Sub-Committee, and after discussion others will be identified.

G. Organizational Structure to Effectively Achieve These Goals

Chair Cohen noted that there had been no discussion on structure. If necessary, that can be revisited at a future meeting. As a final thought, she noted the possibility of structuring as a non-profit organization. This might enhance funding possibilities for the Green Building Expo. She is aware of other groups that have formed non-profit organizations to promote environmental causes. A discussion ensued on related questions. Ms. Westgaard noted that the Arizona Environmental Strategic Alliance is a 501 (c) (3), formed from a partnership between the Arizona Department of Environmental Quality, the EPA, and 16 companies. Chair Cohen remarked that the Committee can choose whether to pursue this or leave the present structure untouched.

Ms. Westgaard noted that it is efficient to schedule working meetings before Committee meetings and volunteered to provide coffee occasionally for longer sessions. She expressed thanks for the lunch. Chair Cohen agreed that considering refreshments makes sense for longer meetings.

Adjournment

With no further business to consider, the meeting adjourned at 4:26 p.m.

Respectfully submitted,
AV Tronics, Inc.